

DUTCH TOURISTS TO MALTA

- TOTAL INBOUND TOURISTS: 2,273,837
- TOTAL DUTCH TOURISTS: 64,000
- % CHANGE 2017 / 2016: +21.6%
- MARKET SHARE: 2.8%

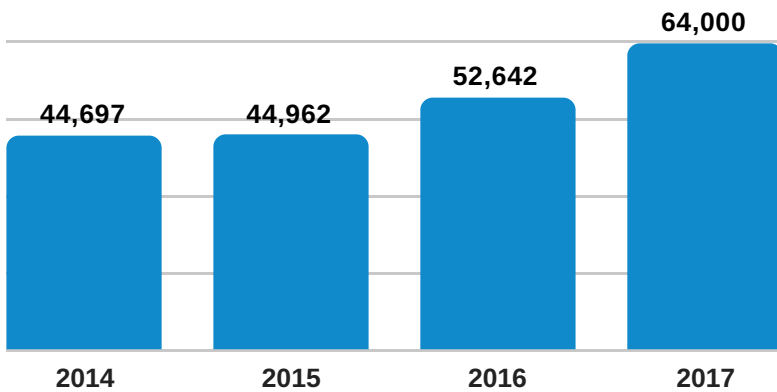
OPERATED BY 3 AIRLINES



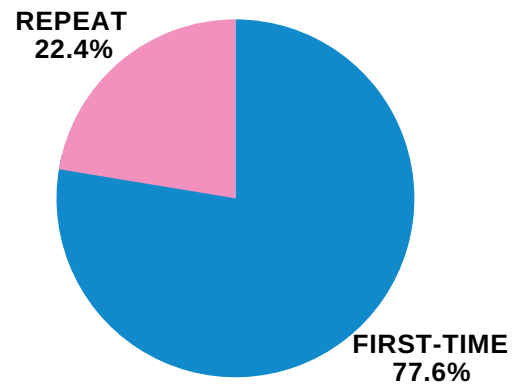
CONNECTED TO 2 AIRPORTS

**AMSTERDAM -
SCHIPHOL**
EINDHOVEN

TOTAL INBOUND TOURISTS

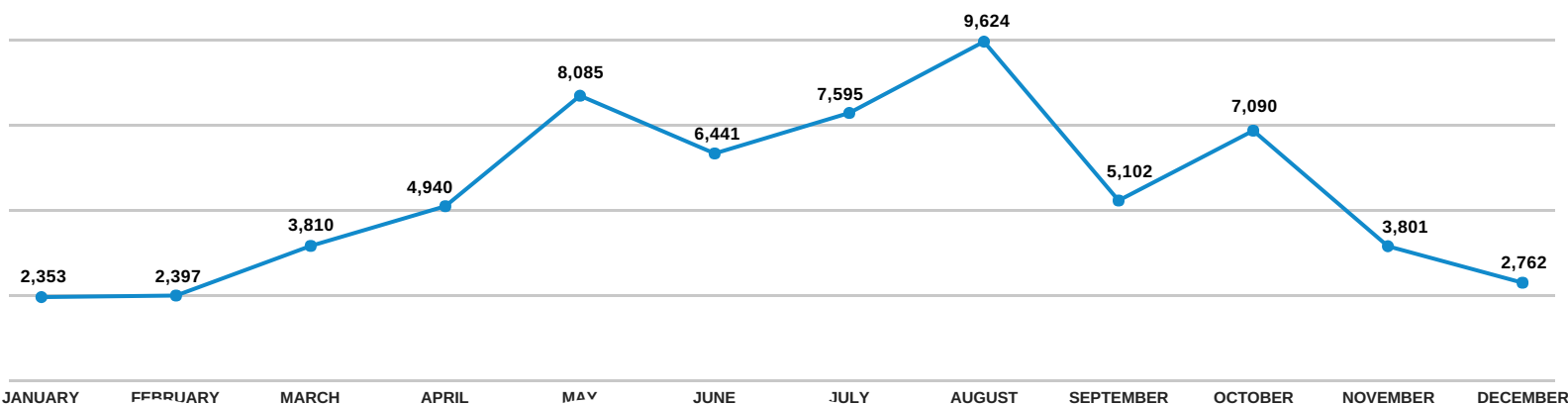


FIRST-TIME Vs. REPEAT



INBOUND TOURISTS BY MONTH AND SEASONALITY

The highest percentage increases in Inbound Tourists were recorded in March (+81.7%), February (+75.1%) and January (+73.4%).



13.4%



30.4%



34.9%

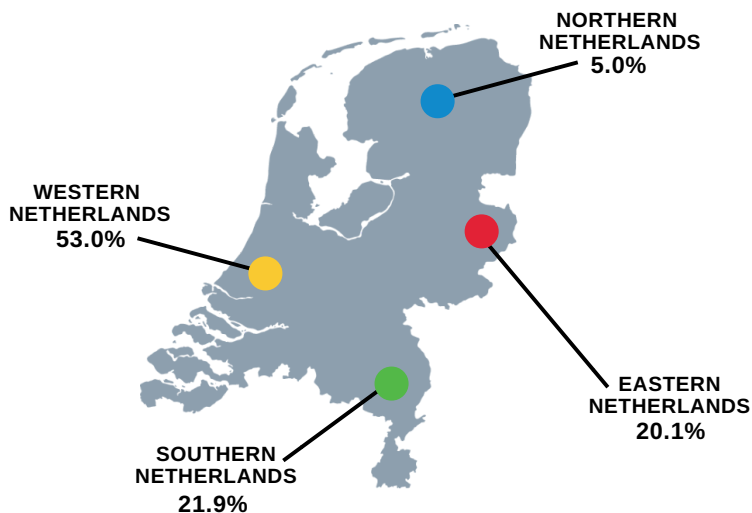


21.3%

In 2017, the most popular months were August (15.0%), May (12.6%) and July (11.9%).



REGION OF RESIDENCE



TOTAL GUEST NIGHTS AND AVERAGE LENGTH OF STAY



In 2017, Total Guest Nights experienced an increase of 19.9% over the previous year.

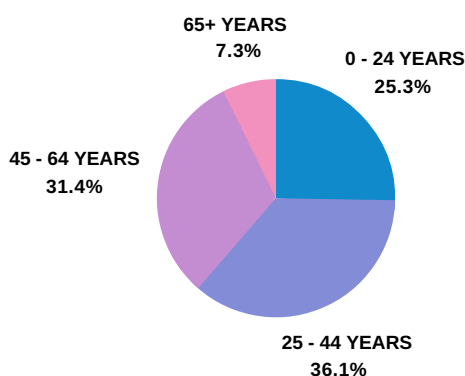
TOTAL EXPENDITURE

An increase of 21.6% was registered over 2016.

€ 54.5 Million

The Average Spend Per Capita was of €852.

AGE GROUPS



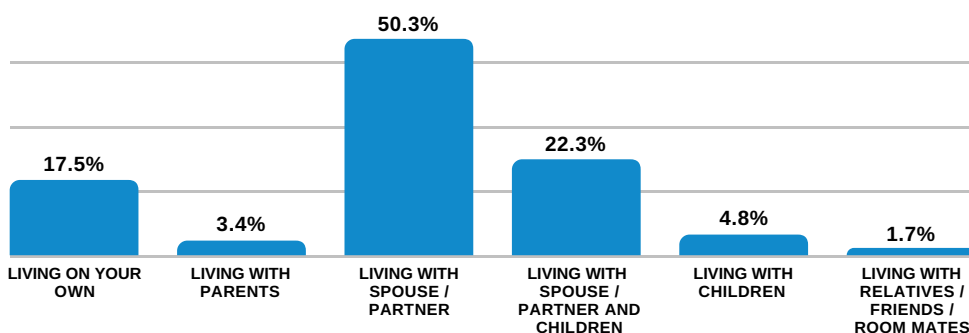
LEVEL OF EDUCATION

74.1% Tertiary Level

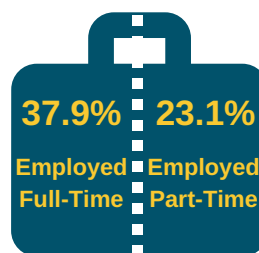


Almost one-fifth of Dutch Tourists underwent Vocational Training.

LIVING ARRANGEMENTS

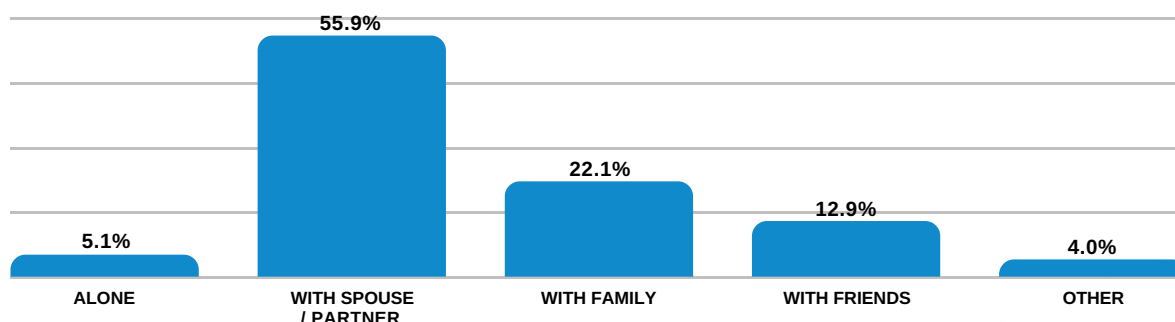


OCCUPATION AND AVERAGE INCOME

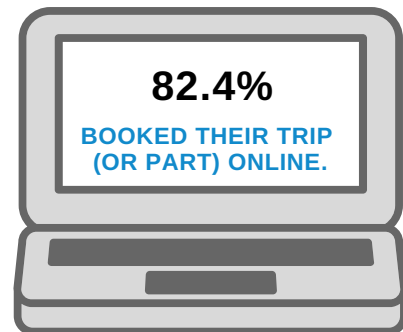
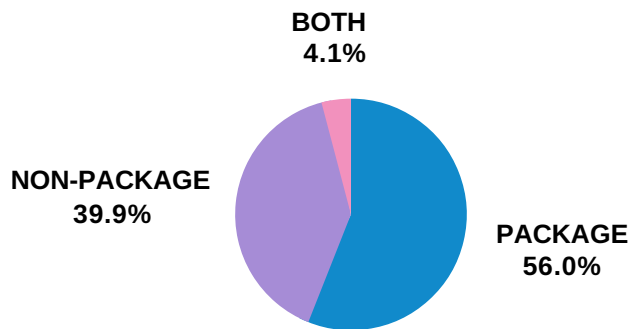


€ 2,259 / Person / Month

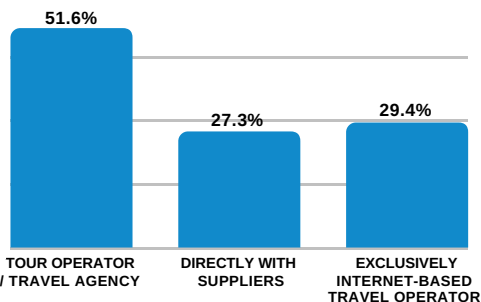
TRAVELLING PARTY



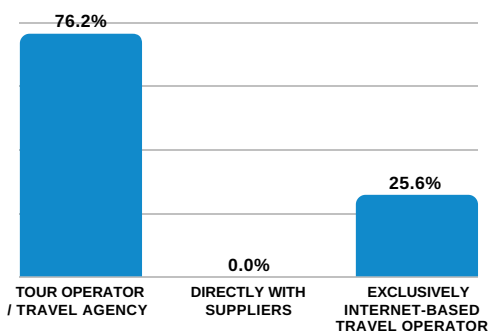
TYPE OF BOOKING



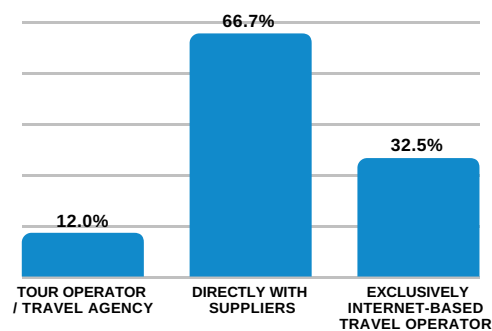
BOOKING MADE WITH



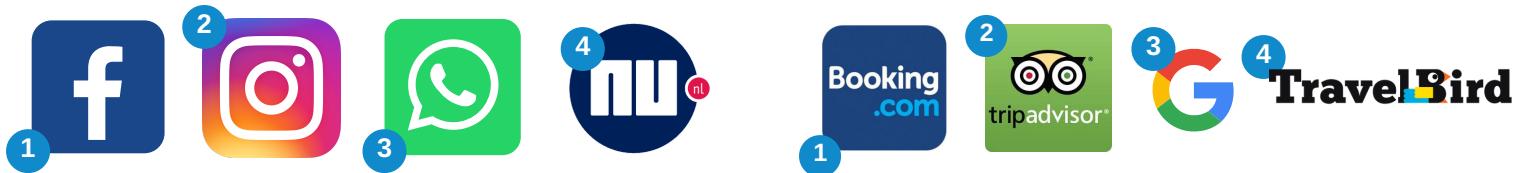
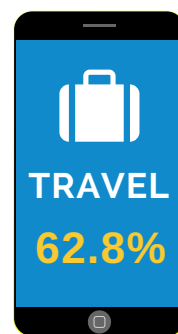
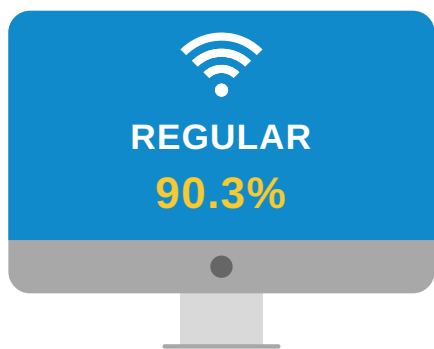
PACKAGE BOOKINGS MADE WITH



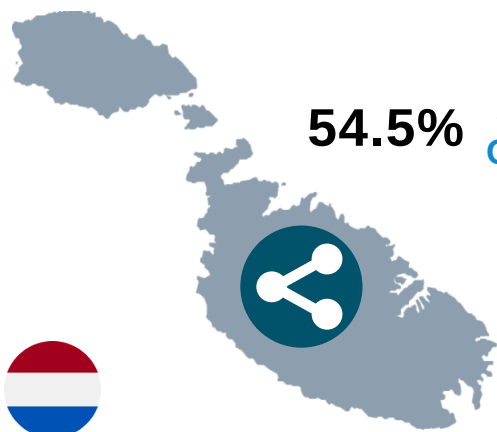
NON-PACKAGE BOOKINGS MADE WITH



DIGITAL MEDIA USAGE



54.5% SHARED THEIR EXPERIENCE IN MALTA ON SOCIAL MEDIA DURING THEIR STAY.



DESTINATION CHOICE INFLUENCERS

COMMUNICATION CHANNELS

DIGITAL
MEDIA

63.2%

RECOMMENDATION
BY FRIENDS /
RELATIVES

30.1%

TOUR OPERATOR
BROCHURE / WEB

22.0%

RECOMMENDATION
BY TRAVEL AGENT

10.1%

TRAVEL
GUIDE
BOOK

8.1%

OTHER FACTORS

New!
DESTINATION

67.6%

GOOD FLIGHT
CONNECTIONS

41.2%

COST /
VALUE FOR
MONEY



28.0%

ENGLISH
SPOKEN WIDELY

Hello!

20.6%

PREVIOUS
VISIT

17.2%

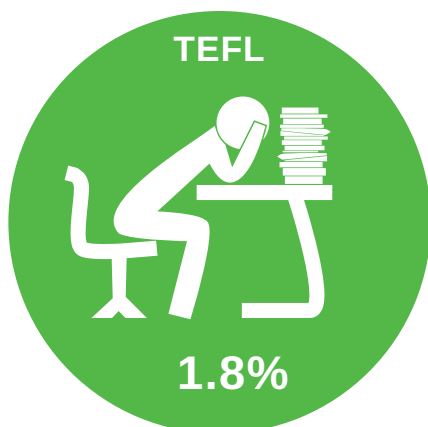
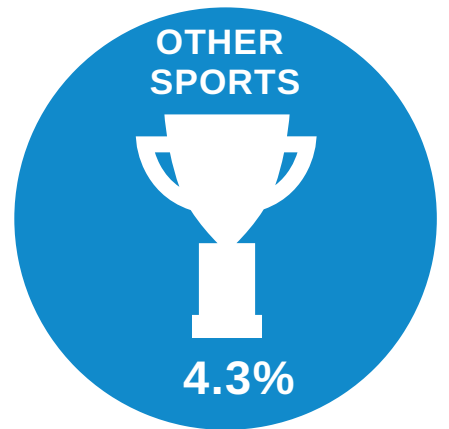
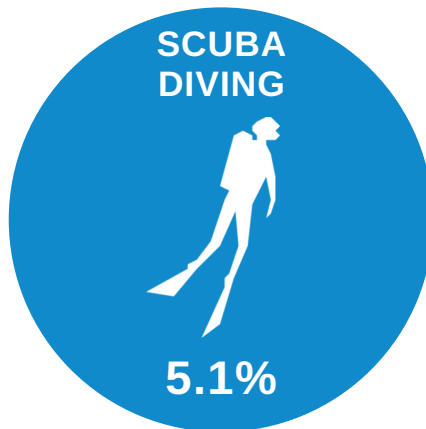
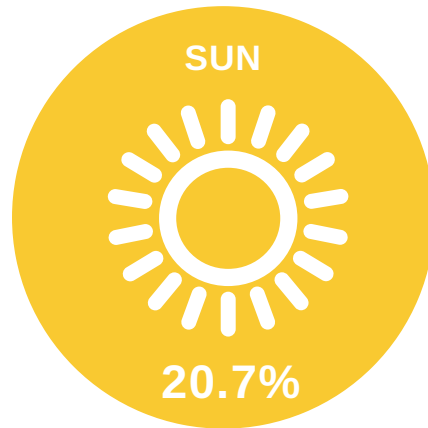
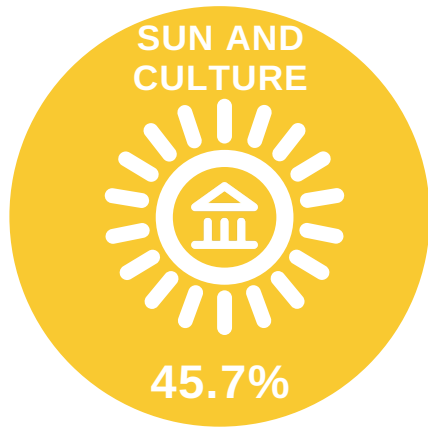
MALTESE
HOSPITALITY



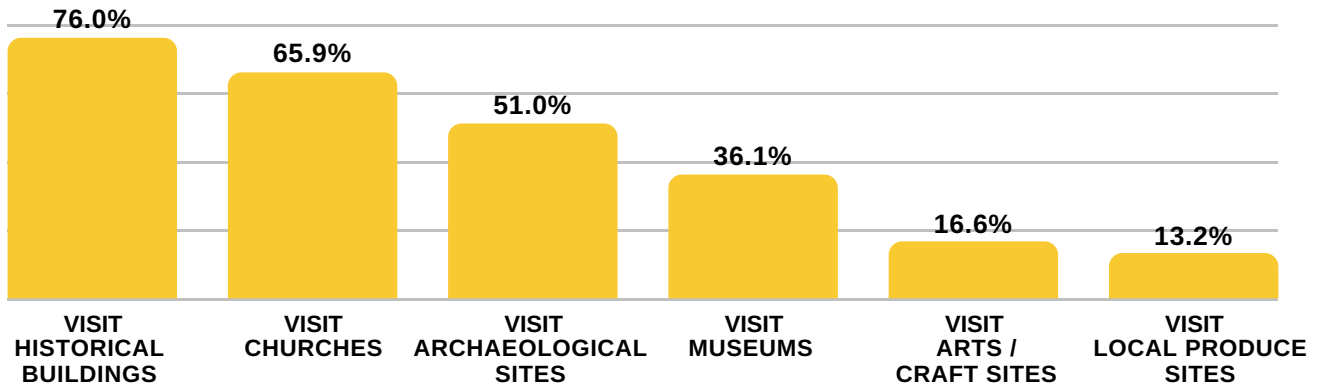
9.8%



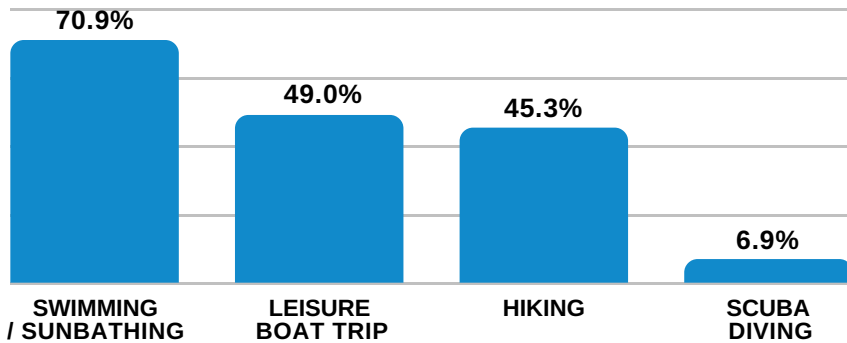
TRAVEL MOTIVATIONS



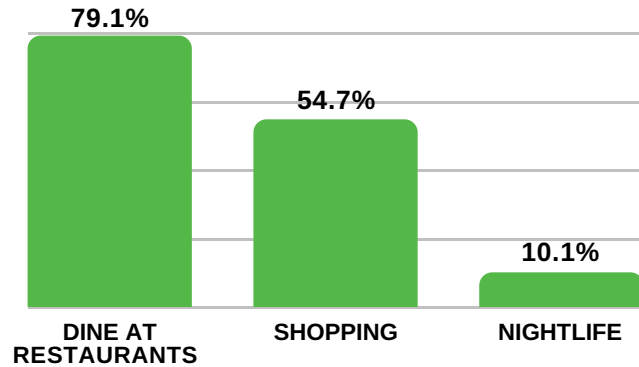
ACTIVITIES ENGAGED IN CULTURAL



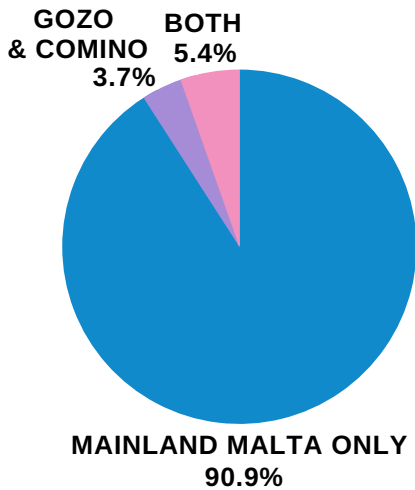
OUTDOOR



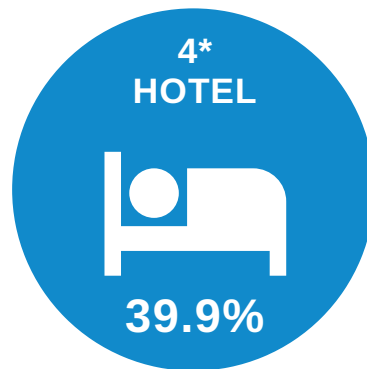
RECREATIONAL



TOURISTS SPENDING NIGHTS IN



TYPE OF ACCOMMODATION USED



29.6% of Dutch Tourists stayed in 3* Hotels.

TOURISTS' EXPECTATIONS OF MALTA



EXCEEDED
29.5%



MET
60.7%



NOT MET
9.8%



88.0%
WOULD RECOMMEND MALTA TO FRIENDS / RELATIVES

